



CA-4 COMMUNITY EDUCATION AND PROGRAM MARKETING

POLICY:

All delegate agencies must provide community education. The plan should be based on a needs assessment of the community and should contain an implementation plan and evaluation strategy.

PROCEDURE:

1. The needs assessment should include:
 - a. Assessing audience attitudes, political environment, "corporate culture" to tailor presentations.
 - b. Identifying local agencies/institutions serving significant numbers of persons in need of family planning.
 - c. Identifying organizations currently serving these populations.
 - d. Identifying community interagency councils, organizations, or task forces.
 - e. Identifying specific populations which are underserved.
2. The plan should include:
 - a. The opportunity for community participation in the development, implementation, and evaluation of the project plans. Participants should be broadly representative of the population to be served, and who are knowledgeable about the community's needs for family planning services (42 CFR 59.5(b)(10)).
 - b. Identification of media used
 - 1) one-to-one presentations
 - 2) group presentations
 - 3) talk shows
 - 4) in-services
 - 5) orientation programs for staff of other agencies
 - 6) school presentations
 - 7) participation in health fairs and other community information projects
 - 8) formal public presentations to the community
 - 9) public service announcements and interviews on radio and TV stations
 - 10) state family planning display
 - b. Audience to be addressed
 - c. Specific activities--time framed for accomplishments
 - d. Mechanism for evaluation of success of activities
 - e. Presentation/media releases should at a minimum include:
 - 1) mission and objectives of the Family Planning Program
 - 2) range of services of the local agency
 - 3) contact information for more inquiries
 - f. Encourage people for whom family planning services are beneficial to take advantage of or continue to receive services.



3. At a minimum, all delegate agencies should be able to speak on the following topics:
 - a. Family planning mission and objectives
 - b. Range of services
 - c. Birth control
 - d. Basic STDs/safer sex
 - e. Sexual decision making